GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:1466
ANSWERED ON:24.07.2002
ANTI INDIA PROPAGANDA
BHUMA NAGI REDDY;GUNIPATI RAMAIAH

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) the amount spent on publicity and advertisement to counter anti-India propaganda during the last two years;

(b) whether the Ministry has utilized the budget allocated for the purpose during 2000-01;

(c) if not, the reasons therefor; and

(d) the steps taken/proposed to be taken to counter anti-India propaganda?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS(SHRI DIGVIJAY SINGH)

(a) Only the figures for 2000-2001 are available. The amount spent was Rs. 30.23 crores.

(b) &(c) During the financial year 2000-01, the final budget allocated for advertisement and publicity at Secretariat was fully utilized. However, the budget allocated for advertising and publicity, to Missions abroad could not be fully utilized. The reasons for not expending allocated funds were unique to each Mission. These included prevalence of difficult circumstances hampering routine publicity work in some countries, rescheduling of VVIP visits in others, non-issue of special newspaper supplements for unavoidable reasons, and delay or cancellation of certain projects, seminars, films and cultural shows due to locally prevailing contingencies and situations.

(d) The Government is implementing concrete and well-defined action plans to counter anti-India propaganda globally. These activities, inter alia, include production of films, publications in foreign languages, visits to India by eminent media personalities, organization of seminars and conferences on themes of critical relevance, involvement of NRIs and Persons of India Origin in our publicity efforts, interaction by senior Indian diplomats with editorials boards of newspapers and on main television news programmes, and utilization of internet for projecting the views of our Government.